## Outreach To Multicultural Populations With Limited Or No English Language Skills

### Objective: To effectively communicate with and engage in community life the residents of Sunnyvale who have no or limited English language skills.

Like all of California, the population of the City of Sunnyvale has become increasingly diverse. It is estimated that one in four residents was born outside of the United States. There is no race or ethnicity that is a majority. According to Joint Venture's 2003 Index of Silicon Valley, 45% of the area's residents speak a language other than English as their primary language at home.

However, it is not valid to assume that foreign birth or fluency in a language other than English means that residents are not fluent in, and comfortable with, English. The challenge of this project is to identify those residents who have limited or no English skills and are, therefore, isolated from the normal outreach/public communication efforts made by the City.

# Recommendations: How to bridge the gap between City Hall and multicultural populations

- Use an outreach worksheet to increase awareness and sensitivity among City employees for the
  need to do special outreach to non-English speaking populations. Focus more on distribution
  of information to identified religious organizations, associations, neighborhoods (in simplified
  form) than on translating and producing full array of collateral.
- Invest in translation telephone service for key public contact points in City Hall, accompanied by desktop signs in multiple languages saying it is available. One source is Language Line Services. A demonstration is available by calling 1-800-996-8808. It would be very effective if the language service could be announced (in a variety of languages) on the website and on the cable channel, especially during Council meetings.
- Make full use of ethnic media in the Bay Area. The more uncomfortable an individual is with American society and the English language, the more likely it is that he or she will rely on ethnic media for information.
- When funding is available, or in conjunction with another public agency, schedule a series of
  focus groups to gain information and understanding about behavior and attitude patterns and
  cultural barriers to communication. Each focus group should be limited to one ethnic
  population.

When Coca-Cola entered the mainland Chinese market, they learned that the characters that represented the phonetics of their name meant "lick the young tadpole" in Chinese. The company had to alter the pronunciation of its name slightly – and the Chinese characters – to avoid that connotation.

# Who are the residents of Sunnyvale who have no or limited English language skills?

The following information from the two largest public school districts serving Sunnyvale residents shows the diversity of the community is quite broad.

Language	Sunnyvale Elementary	Fremont Union High School
Spanish	942	322
Vietnamese	119	91
Hmong	0	0
Cantonese	68	81
Filipino	193	114
Khmer	0	3
Korean	46	83
Armenian	5	5
Mandarin	55	176
Lao	2	0
Russian	20	25
Punjabi	21	18
Arabic	10	2
Mien	0	0
Farsi	10	26
Other	222	198
Total Limited English	1,713	1,144
Total Enrollment	6,077	8,762
Percentage	28.2%	13.1%

When the California Milk Advisory Board translated its popular advertising slogan "Got Milk" into Spanish, they discovered it meant "Are you lactating?" They changed their text to "Amor, familiar y leche" (Love, family and milk) to better appeal to the strong family value s of the Hispanic community.

Based on conversations with local organizations serving multicultural populations, the following groups are those where English language skills are most likely to be minimal.

Native Language	Country of Origin	English- speaking capabilities	Literacy levels	Cultural barriers, opportunities
Spanish	Mexico, Central and South America	varies but may be weak even if they have lived in the U.S. for a long time	varies with illiteracy in Spanish more common among poorest	Documentation status can make them reluctant to call attention to themselves and their questions, concerns
Cantonese	Southeastern China (Hong Kong)	usually some English skills, less so among elderly	usually good in native language	May use language to hide confusion, dislike of process
Mandarin	Northern China (Beijing)	usually some English skills, less so among elderly	usually good in native language	May use language to hide confusion, dislike of process
Punjabi	India	usually very good	very good	Very active business and cultural groups
Vietnamese	Viet Nam	varies	varies, but usually good	Assimilating quickly so fewer are lacking English skills than in the past
Tagalog	Philippines	usually good	generally good in native language	Tends to be seniors with limited English skills
Korean	Korea	usually some English skills	generally good in native language	Very active Korean church community
Russian	Russia	usually good, less so among elderly	generally good in native language	Tends to be seniors with limited English skills

# What is the best way for City Hall to use collateral to communicate with non-English speaking residents?

#### Option 1: Reproduce entire collateral piece in another language

#### **Upside**

- Demonstrates serious effort to communicate with non-English speaking population
- Increases likelihood that information will be received and understood by population with no or limited English language skills

#### Downside

- Doesn't solve distribution problem how do you get it in the hands of the right people?
- Is not effective if population has literacy problems in native language
- Could be interpreted as "favoring" on population over another
- Could be interpreted as an assumption that multicultural populations lack education, understanding
- Cumbersome and expensive

# Option 2: Translate key phrases (headlines, information contact, etc.) into another language

#### Upside

- Demonstrates awareness and sensitivity to populations with no or limited English language skills
- Does not require a lot of space on collateral piece
- Less expensive than reproducing entire piece in another language
- Could include more than one language

#### Downside

- Requires skillful editing and production so that effective portions are translated and that entire piece is not a jumble
- Requires translation service
- Doesn't solve distribution problem how do you get it in the hands of the right people?

# Option 3: Include message of availability of information in another language and asking individual to call or check website

#### **Upside**

- Least intrusive way to add message in a collateral piece for non-English speaking population
- Can be standardized and added to every collateral piece

#### Downside

• Requires individual to take another step to receive full information – go to website, make phone call, etc.

## Outreach to Ethnic Groups Worksheet

ŲI	program or service?			we need to target for this	
		Children Seniors Recent immigrants		Busin	ess Owners
Q2	What Reme skills.	are our assumptions about this group's mber, being born outside the U.S. doe	s ability s not au	to read atomatic	/understand English? cally mean limited or no English
		Very comfortable with English Good understanding but some cultur- Limited English skills Virtually no English skills	al barrio	ers may	exist
Q3	What	are our assumptions about this group's	literacy	y capabi	lities in their native language?
		Excellent Moderate Minimal or none			
Q4 Based on our assumptions about this group's English skills and literacy, how in will it be to have material translated, in full or in part, into another language?			and literacy, how important nother language?		
		Extremely important May be helpful, but not critical Not really necessary			
Q5		d translating some or all of the material astrate to this group a sincere effort at o			nguage be important to
	0	Yes, because this group may feel isoly Yes, because this group may be fearf No, because their English language is No, because it could actually critical of their education	ful or sk skills are	ceptical e genera	of government illy good
Q6		Based on our knowledge of this group, our outreach effort should include contact and communication with which of the following?			
		Religious organizations Public schools Ethnic community groups Professional associations Community organizations serving pe in need (CSA, Catholic Charities, No Day Worker Center, etc.)		0	Private schools Specialized retailers Ethnic media ESL/citizenship programs

### Appendix A: Ethnic Media

It is a good idea to put a note on every communication to the ethnic media reminding them of the number of people living in Sunnyvale who are likely readers/viewers/listeners. Also note that advertising space in these media is often inexpensive and guarantees your message will be included.

#### **HISPANIC**

La Oferta Review & El Vistazo [English accepted] 1376 N. Fourth St. San Jose, CA 95112 (408) 436-7850 Fax: (408) 436-7861

Email: editorials@laoferta.com

Alianza Metropolitan News 1865 Decatur Dr. San Jose, CA 95122 (408) 272-9394 Fax: (408) 272-9395

NuevoMundo c/o Mercury News 750 Ridder Park Dr. San Jose, CA 95190 (408) 920-5843 Fax: (408) 920-2748

El Observador P.O. Box 1990 San Jose, CA 95109-1990 (408) 453-2944 Fax: (408) 453-2979

La Voz Latina P.O. Box 6261 San Jose, CA 95150-6261 (408) 297-1553 Fax: (408) 297-1428

Hispanic Business Journal Dennis King, editor 696 E. Santa Clara St., Ste. 106 San Jose, CA 95112 Email: dennis@hccsv.com

KDTV-Channel 14 Univision News fax: (415) 538-8002

KFSF-Channel 66 Univision Public Affairs: Perla Rodriguez at (415) 538-8076 or prodriguez@univision.net KCU-Channel 16 Telemundo Fax: (408) 433-4848 Public Affairs: Maribel Madrigal at (408) 944-4897 or mmadrigal@telemundo.com

KNTV-Channel 11
"Communidad del Valle" in Spanish
Producer: Damien Trujillo at (408) 286-1111
x 382

KSTS-Channel 48 Telemundo News Fax: (408) 434-1046 Public Affairs: Maribel Madrigal at (408) 944-4897 or mmadrigal@telemundo.com

KLOK/KBRG 250 Sutter St., Ste. 330 San Francisco, CA 94108 (415) 434-4244

KAZA-1290AM P.O. Box 1290 San Jose, CA 95108 (408) 881-1290 Fax: (408) 881-1292

KZSF-1370AM 3031 Tisch Way, Suite 3 San Jose, CA 95128 (408) 247-0100 Fax: (408) 247-4353

#### **CHINESE**

Sing Tao Daily [English accepted] 1687 N. Milpitas Blvd. Milpitas, CA 95035 Fax: (408) 635-3801

Email: derek@singtaousa.com

**Epoch Times** P.O. Box 1860 Union City, CA 94587 Fax info to (510) 366-0915

Attn: Jennifer Liang

Email: jennifer\_liang@yahoo.com

World Journal [English accepted] 231 Adrian Rd. Millbrae, CA 94030-3102 Contact: Lisa Wu

Email: jihchun66@yahoo.com

Chinese Times 849 Kearny St. San Francisco, CA 94108-1303 (415) 982-6206 Fax: (415) 982-3387

Asian Week 809 Sacramento St. San Francisco, CA 94103 Email: asianweek@asianweek.com

International Daily Andy Zhao, Editor 632 Kearny St. San Francisco, CA 94108 Email: Intdaily@sbcglobal.net

KTSF-Channel 26 Programming in Chinese (Mandarin and Cantonese) 100 Valley Dr. Brisbane, CA 94005-1350 (415) 468-2626 News fax: (415) 468-5724

KVTO-1400AM and KVVN-1430AM 55 Hawthorne St., Suite 900 San Francisco, CA 94105-3914 Asian language stations. All correspondence and pitches must be in language of broadcast. (415) 648-7980 for KVTO Fax: (415) 695-9055 for both (415) 821-2501 for KVVN

#### RUSSIAN

Russian Newsletter [English accepted] 1101 S. Winchester Blvd., Suite L237 San Jose, CA 95128 Fax info to (408) 551-0091 Attn: Galina

Russian Newspaper [English accepted] 1506 39<sup>th</sup> Ave. San Francisco, CA 94122 (415) 242-0700 Fax: (415) 242-0705 Email to vzglyad@earthlink.net

#### **JAPANESE**

Nikkewest P.O.Box 2118 Cupertino, CA 95015-2118 Email: mail@nikkeiwest.com Jeffrey Kimoto, editor

Asahi Shimbun 100 Park Center Plaza, Ste. 103 San Jose, CA 95113 Fax: (408) 938-5857

Hokubei Mainichi 1746 Post St. San Francisco, CA 94115 (415) 567-7324 Fax: (415) 567-3926 Email: editor@hokubei.com

Nichi Bei Times P.O.Box 193098 San Francisco, CA 94119-3098 (415) 921-6820 Fax: (415) 921-0770

#### **INDIAN**

**India Currents** P.O.Box 21285 San Jose, CA 95151-1285 (408) 274-6966 Fax: (408) 274-2733 Email: info@indiacurrents.com

India West 933 MacArthur Blvd. San Leandro, CA 94577 Email: news@indiawest.com **VIETNAMESE** 

Viet Bao San Jose Cuong Pham, editor 2493 Alvin Ave. San Jose, CA 95131 (408) 569-8792 Fax: (408) 573-8005 Viet Mercury De Tran, editor 750 Ridder Park Dr. San Jose, CA 95190 (408) 271-3707 Fax: (408) 271-3678

Vietnam Liberty News 1460 Tully Rd., Suite 608 San Jose, CA 95122-3059 (408) 275-9790 Fax: (408) 275-9792

Vietnam Daily News qhradio@aol.com San Jose, CA 95117 Gwen Nguyen, editor (408) 292-3422 Fax: (408) 293-5153

Email: vnnb@vietnamdaily.com

Y D an P.O. Box 3288-2514 San Jose, CA 95156

Thang Mo Hai Le, editor 918 S. First St. San Jose, CA 95110 (408) 297-0545 Fax: (408) 297-5220

Newcomer News Sean Lam, managing editor 775-A Commerical St. San Francisco, CA 94180 (415) 989-0278 Fax: (415) 989-5325

Que Huong 2670 S. White Rd. San Jose, CA 95148 (408) 223-3130 Fax: (408) 223-3131 Email: qhradio@aol.com

KSJX-1500AM 501C Wooster Ave. San Jose, CA 95116 (408) 280-1515 Fax: (408) 280-1585

Email: radio@littlesaigonradio.com

#### **KOREAN**

Korea Times P.O. Box 31749 Oakland, CA 94604-7709 (510) 444-0220 Fax: (510) 444-8778 Email: sfkt@sfkt.com

Korean Central Daily Alan Park, editor 1245 Howard St. San Francisco, CA 94103 Fax: (510) 272-4717

## Appendix B: Sunnyvale Religious Organizations Serving Ethnic Communities

Religious Organization	Population Served	Access Points
First Korean Christian Church 1145 E. Arques Ave. 749-9333  Adult services in Korean on Sunday at 9:30 and 11 a.m. Also Praise Night 4 <sup>th</sup> Wed of the month at 7:30 p.m.	Korean	Provide information for bulletin or bulletin board to Sung Choe at 749-9333
Church of Christ/Scientist Christian Science Reading Rm 1575 Albatross Ave. 739-3139  Books and materials in a variety of languages	Spanish Russian French German Italian	Mail info to Attn: Clerk to be considered for posting
First Baptist Church of Sunnyvale (Crosswalk Community Church) 445 S. Mary Ave. 736-3120	Korean Spanish (temporarily)	Send flyers for brochure rack to Attn: Tamara Knoefel
Church of the Resurrection 1399 Hollenbeck Ave. 245-5554  Has a large Filipino congregation but does not do services in Tagalog	Filipino	Send materials for bulletin board to Mary-Claire Bickelmann; they are eager to add diversity to the church and support multicultural activities
Amitabha Buddhist Society of USA 650 S. Bernardo Ave. 736-3386  Chanting in Mandarin Mon, Wed, Fri 9:45-11:30 a.m. and Sat and Sun afternoons, 1:30-5	Chinese	no

River of Life Christian Church 1095 Dunford Way 260-0257 Mandarin services on Sunday	Chinese	Will post on bulletin board and consider material for newsletter. Send to Attn: Tony Chang
St. Mark Lutheran Church – Missouri Synod 125 E. Arques Ave. 736-6605  May add Spanish language service in the future	Spanish (future)	Send material for bulletin boards and newsletters for consideration
Church of the Living Rock 675 E. Taylor Ave. 245-2026  May add Spanish language service in the future	Spanish (future)	Send info for bulletin boards and newsletter to Attn: Mary Celeridad, secretary
Galilee Korean Church 535 Old San Francisco Rd. Uses First United Methodist Church for services	Korean	Contact number is 749-1101
St. Cyprian Catholic Church 1133 W. Washington Ave. 739-8506  May add bilingual Spanish/English religious education program next year	Spanish (future)	If important, send to Fr. Tim Kidney for consideration for the newsletter
Gateway Assembly of God 455 E. Maude Ave. 730-0337  Many participants from other countries but no services in other languages		Send info to Pastor Little for newsletter
Lakewood Village Baptist Church 709 Lakewood Dr. 734-2297  Small congregation in area with large populations of Spanish and Vietnamese; no programs in other languages		Send info to Pastor George Stevenson

Saint Andrew & Paul Korean Catholic Mission 531 E. Weddell Dr. 734-9721 Multiple masses in Korean	Korean	Send info Attn: Lisa Choe
St. Martin Catholic Church 590 Central Ave. 736-3725 Sunday mass in Spanish	Spanish	Send info for bulletin board to Attn: Jackie
Church of Jesus Christ of Latter Day Saints 771 W. Fremont Ave. 732-1026  Services in Spanish; services in Chinese held at LDS church in	Spanish	Mail information Attn: El Camino Branch
Cupertino and in Vietnamese in LDS church in East SJ  Congregational Community Church 1112 S. Bernardo Ave. 739-3285	Korean Chinese	Korean contact: 245-2890 Chinese contact is Gin Jen at 749-8422
Shares space with Korean Presbyterian and Chinese congregation		Will post on bulletin board if sent to Attn: Frances
St. Thomas Episcopal Church 231 S. Sunset Ave. 736-4155  ESL classes for Chinese. Daily Bread program used by many Korean and Chinese residents	Chinese Korean	Dedicated community bulletin board. Send material to Attn: Wendy Smith, Rector
St. John's Lutheran Church/ Trinity United Methodist 581 E. Fremont Ave. 739-2625  Property shared with Korean Methodist Church and Christian Chinese Church	Korean Chinese	Send bulletin board information to Attn: Rick Voss, secretary
Church of the Nazarene 636 W. Fremont Ave. 736-2450  Sunday afternoon service in Chinese; discontinued Spanish Bible study	Chinese	Send submissions for newsletter and bulletin board to Attn: Judy, office administrator

Springs of Life Fellowship 560 Britton Ave. 735-9400 Space used by Spanish church	Spanish	Send bulletin board information Attn: Kristin Zailer, Admin Asst.
on Sunday afternoons		
Valley Faith United Methodist Church 1251 Sandia Ave. 773-0177	Philippines	Send info for bulletin board and newsletter to Attn: Pastor Fel Cao
Sunday evening services in Tagalog		
Full Gospel Korean Assembly of God 575 Britton Ave. 738-9718	Korean	n/a
No reply to inquiry but name implies Korean		
Korean Buddhist Temple of Chong Won Sa 719 Lakehaven Dr. 745-0123	Korean	n/a
No reply to inquiry but name implies Korean		
Templo El Monte Horeb Assemblea De Dios 455 E. Maude Ave. 739-2035	Spanish	n/a
No reply to inquiry but name implies Spanish		
International Society of Devine Love (Hindu) 1415 Mallard Way 738-1844	Indian	n/a
No reply but is likely to serve East Indian population		

### Appendix C: Other Resources

#### **Community Organizations**

Sunnyvale Cricket Club at Ortega Park (primarily East Indian) www.sunnyvalecricketclub.org Iraqi Community Center Sunnyvale Hindu Temple

#### **Professional Associations**

Many ethnic groups have organized their own professional associations either within their company or industry-wide. At Intel, for example, these employee affinity groups are active among these ethnic communities:

Asian Cultural Integration Arab Intel Community Intel India Employee Group

Intel Latino Network

Intel Muslim Employee Group

Intel Native American Network

Intel Vietnamese Group

Network of Intel African Americans

Silicon Valley Indian Professionals Association (www.sipa.org)

Korean American Chamber of Commerce, Silicon Valley (www.kaccsv.org)

Japanese American Chamber of Commerce, Silicon Valley (www.jaccsv.com)

**Danish Information Systems Professionals** 

#### Retailers

Bay Area Guide for Asian Indians (www.thingsindian.com) Bay Area Guide for Latinos (www.muybueno.net) Latin Bay Area (www.latinbayarea.com)

#### **Books**

Do's and Taboos, A Guide to International Behavior by Roger Axtell (Wiley, 1986) Do's and Taboos of Hosting International Visitors by Roger Axtell (Wiley, 1990) Doing Business Internationally: The Guide to Cross Cultural Success by Danielle Medina Walker, et al (McGraw Hill, 2002)

Kiss, Bow or Shake Hands by Terri Morrison, et al (Adams Media Corporation, 1995) Crosstalk: Communicating in a Multicultural Workplace by Sherron Bienvenu Kenton (Pearson Education, 1996)

### **Mountain View Sun**

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# **English-only EPA info rankles advocates**

Agency says it is assessing need for multilingual material

### By Julie O'Shea

With cleanup efforts of Mountain View's Superfund sites in the spotlight, some residents have started questioning why government information on the issue hasn't been available in multiple languages.

One of the contaminated areas, the old JASCO chemical factory, sits in the middle of a large Spanish-speaking community, and some argue that information on the site should be printed in both English and Spanish. However, officials with the U.S. Environmental Protection Agency (EPA) say they haven't heard anyone complaining. And until they determine there is a need -- either through citizen complaints or the discovery of a large non-English-speaking population near any of Mountain View's numerous sites -- there are no plans to put out material in additional languages.

This comes despite 2000 census data showing that 39.9 percent of Mountain View residents speak a language other than English at home, and 19.4 percent of city residents "speak English less than 'very well.'" The city's toxic sites are the remnants of an industrial past in which the solvent trichloroethene (TCE) -- a carcinogen that has been linked to a litany of ailments -- was leaked into groundwater. Although cleanup efforts have been underway since the late 1980s, the sites are now under close scrutiny, as TCE was recently shown to be far more dangerous than thought.

EPA hosted a community meeting last month where officials told residents about the new findings, and about a plan to test Mountain View's air to see if residents and workers are at risk.

But all of the material passed out at the Jan. 22 meeting was in English; and at a city council meeting last week where EPA officials gave an update on the contamination, information packets were again distributed only in English.

Michael Stanley-Jones, a water specialist with the Silicon Valley Toxics Coalition and a Sunnyvale resident, said federal authorities need to make more of an effort to reach out to Mountain View's diverse population.

"Do outreach. Find out what communities have to be involved. I think that's what needs to be looked at," he said. "The answers we got from EPA were less than satisfying."

David Cooper, an EPA community coordinator, said he plans to meet soon with members of the Toxics Coalition to discuss outreach ideas.

"We are always interested in underserved populations," Cooper said. "In general, we do translations where we feel there is a population that needs it."

For the most part, Cooper said, these populations are ones where the people speak no English and would need information translated into their language to understand what was going on. But the EPA has not identified such a group, he added.

Nobuko Mizoguchi, a project director at the Toxics Coalition, voiced her disagreement to Cooper at the Jan. 22 meeting.

Mizoguchi said census figures show that there is a high number of Latinos and Asians around the city's Superfund sites.

She said that going door-to-door around the JASCO site a few weeks ago showed that many families are unaware of the facts surrounding the cleanup efforts of TCE which, when airborne, may cause cancer, lupus and Parkinson's disease. Around the city and Moffett Field it has been found inside homes and in outdoor air. EPA is planning to examine the health risks of the airborne toxin this spring.

"A lot of people don't know. They don't know what is happening," Mizoguchi said, adding that the Jan. 22 town hall meeting was not an accurate representation of the city's demographics, pointing out that very few, if any, Spanish-speaking families were in attendance.

Cooper said his agency hasn't been fielding any phone calls from residents requesting information in other languages. However, once a group is identified, EPA will provide the necessary translations at the next public meeting, Cooper said.

To the best of his knowledge, there have not been any recent translations made for Spanish speakers living near any of the Superfund sites. However Kevin Woodhouse, Mountain View's environmental management coordinator, said he has a June 1996 EPA fact sheet regarding the JASCO site that EPA translated into Spanish. Cooper said it is unlikely EPA will send out mailers to monolingual families once they are identified.

"People tend not to want to get mailers," Cooper said. "They want to get material relevant at the time." In the meantime, non-English-speaking residents can call Mountain View City Hall's Outreach Department for a briefing on the latest happenings surrounding the TCE cleanup and study, Woodhouse said.

"It's something we are definitely concerned about," Woodhouse said.

Staffers won't be able to provide a hard copy of the meeting minutes, but will certainly be able to give callers an overview of what happened, Woodhouse said.

City Manager Kevin Duggan said it's not the city's responsibility to come up with the cash for translating TCE-related materials into other languages.

"I can't imagine that [EPA officials] don't have the resources to do it," said Duggan, who added that he was unaware there were concerns on the language issue until in was brought up during last week's study session. The city's outreach program can help people who speak Spanish, Russian, Chinese and Vietnamese, Woodhouse said.

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